

Energy Hogs! Coming Soon To Homes Near You ...

New Advertising Campaign To Raise Awareness Of Saving Energy

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Do you have energy hogs in YOUR home? If you have high energy bills or uncomfortable rooms, chances are you do – and you need to get them out!

That's the Ad Council's message behind a new public service advertising (PSA) campaign beginning in March. The Ad Council created Smokey Bear, "Friends Don't Let Friends Drive Drunk" and other famous campaigns. Funding for this campaign came from the U.S. Department of Energy, Home Depot, the North American Insulation Manufacturers Association, Nevada State Office of Energy, and 19 other state energy offices. Energy Outreach Colorado and the National Fuel Funds Network are the non profit campaign sponsors.

"Saving energy is important for all families in our state" said Richard E. Burdette, NSOE's Director and Energy Advisor to Governor Guinn. "Improving the energy efficiency of homes helps families save money, improves comfort and lightens the load on our existing energy infrastructure – it's good for everyone."

This national campaign will debut in early March 2004 and run for at least 3 years. Children ages 8 to 13 will be targeted during the first and third years, and parents during the second year. The campaign includes TV and radio ads, web banners, and an interactive website. The advertising empowers kids to practice good energy-saving behaviors with their parents to save energy at home.

This public service advertising campaign features a dastardly new character, the Energy Hog, who puts an exciting face to the invisible concept of energy waste. It takes an adult topic and makes it fun for children, while empowering them to take the lead at home in inspiring their parents to make wise energy choices.

As the "Spokes-villain", or bad guy for the campaign, the Energy Hog is a character that kids can love to hate. His presence in homes causes high energy bills and uncomfortable rooms. But he can be stopped. Due to the complex subject matter and nature of short advertising (30- or 60-second commercials), the ads do not attempt to teach about saving energy, but instead are intended to stimulate interest and inspire viewers to visit www.EnergyHog.org.

The campaign will promote the benefits of energy conservation and energy efficiency, including:

- Savings on energy bills: by reducing monthly energy bills, families save money.
- Better environment: by using less energy, we reduce harmful energy-related emissions.
- Increased awareness of new technologies: by purchasing low-e windows, compact fluorescent lights, and ENERGY STAR[®] appliances we consume significantly less energy.

Interested persons in learning more about the Energy Hog campaign are directed to contact Diana Howard at dhoward@dbi.state.nv.us, or, by calling 775-687-5975.